


Virginia Main Street




Façade Improvements



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Façade Improvements



"Structurally, you're sound. It's your façade that's crumbling."



Building Types in Downtown



- Mercantile buildings
- Mixed-use buildings
- Train stations
- Institutional buildings
- Residential buildings
- Auto-oriented buildings




A matter of maintenance and paint...






...removing slip covers, exposing windows and adding an awning and sign...



Changes the appearance from "Nobody's Home"...





...to "Open For Business"!!



How do we get there?



- Design character of Main Street facades
- Façade components
- Common issues
- Design approach and principles
- Guidelines and Resources
- Types of improvements
- Incentives and what you need to know
- Typical costs
- How to get started



Downtown Design Character: Consistency with Variety



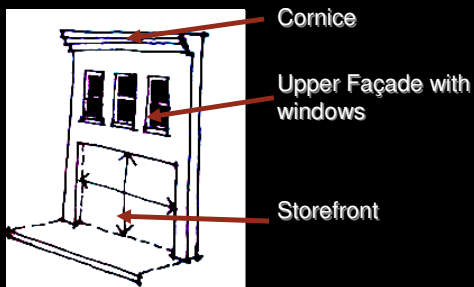
Downtown Design Character



- Consistency with Variety :
 - Setback
 - Materials
 - Width and height
 - Variety of styles over time
- No need for "theme" or cookie-cutter approach



The Typical Façade



Façade Design Issues



- Lack of maintenance
- Inappropriate or poor quality improvements
- Finding skilled craftsmen
- Affordability

 **Façade Design Approach**

Design solutions address four areas:

1. Building
2. Owner
3. Tenant
4. Community



 **Façade Design Approach**

1. Building
 - A. Building Type, History, Style, Materials, and Details
 - B. Rehabilitation Needs
2. Owner
3. Tenant
4. Community



 **Façade Design Approach**


1. Building
2. Owner
 - A. Budget
 - B. Programmatic Needs
 - C. Time frame
3. Tenant
4. Community




 **Façade Design Approach**


1. Building
2. Owner
3. Tenant
 1. Signs
 2. Window Display
 3. Interior Layout
4. Community



 **Façade Design Approach**

1. Building
2. Owner
3. Tenant
4. Community
 - A. History and character
 - B. Historic Districts:
 - C. Design Guidelines
 - D. Historic Tax Credits
 - E. Zoning
 - F. Building Code
 - G. ADA Accessibility



 **Important Design Guidelines**

- *Secretary of the Interior Standards for Rehabilitation Projects*
- National Main Street Center guidelines
- Local review board standards and guidelines
- Building codes



The Secretary's Standards



- Retain and Preserve
- Repair
- Replace only when deteriorated beyond repair (windows)
- Do not harm historic fabric during construction
- Rebuild according to pictorial or other documentation



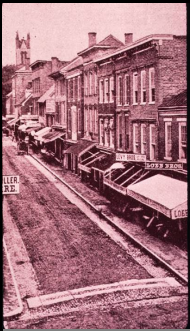
Façade Do's and Don't's



- Avoid false historic appearance
- Avoid changing type
- Use inherent architectural character
- Be authentic!
- Execute with quality



Important resources



- Old Photographs
- Sanborn Maps
- Brochures and Trade Journals from the past
- National Register Nomination
- Written Histories



Historic Photos and Existing Conditions



Façade Improvements

- **Maintenance**
- Repair and Cleaning
- Selective Removal
- Reconstruction of Missing Elements
- Cosmetic Improvements



Take a close look at your building...

- From top...
- To bottom!



Façade Materials

- Brick
- Wood
- Metal
- Glass
- Stone
- Concrete

Basic Maintenance

Façade Improvements

- Maintenance
- **Repair and Cleaning**
- Selective Removal
- Reconstruction of Missing Elements
- Cosmetic Improvements

Repair

Façade Improvements

- Maintenance
- Repair and Cleaning
- **Selective Removal**
- Reconstruction of Missing Elements
- Cosmetic Improvements

Selective Removal

Small

Large!

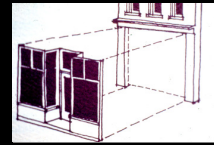
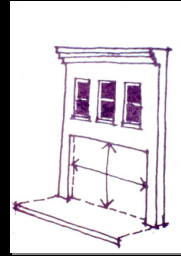


Façade Improvements

- Maintenance
- Repair and Cleaning
- Selective Removal
- **Reconstruction of Missing Elements**
- Cosmetic Improvements



Storefronts



Storefront Before and After



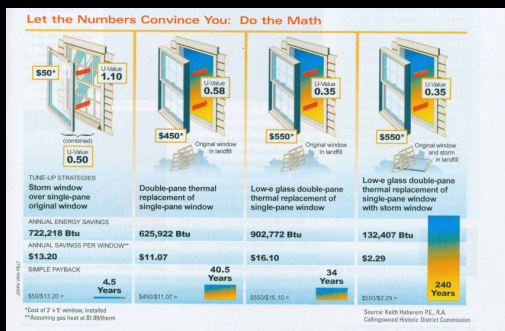
Windows



- Retain existing historic windows
- Add exterior storm windows
- New windows, when needed should match historic



Windows



Façade Improvements

- Maintenance
- Repair and Cleaning
- Selective Removal
- Reconstruction of Missing Elements
- **Cosmetic Improvements**

Cosmetic Improvements

- Paint
- Signs
- Awnings



Paint

- Wall
- Trim
- Accent (doors, sash)

Do



Don't



Awning as business accent




History of Façade Signs!!




- Gold Leaf Signs
- Plastic Back-lit Signs
- Awning Signs
- Window Signs

Signs from the Past

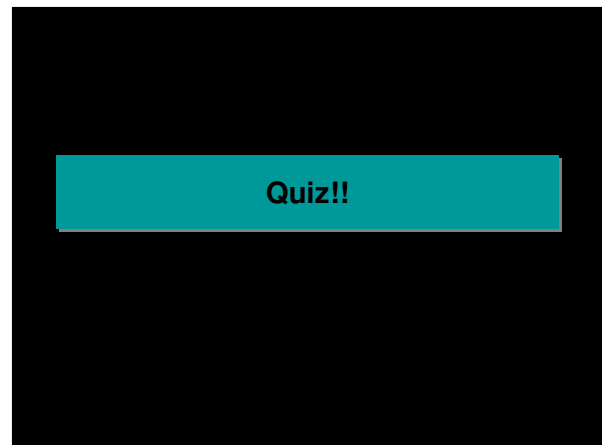
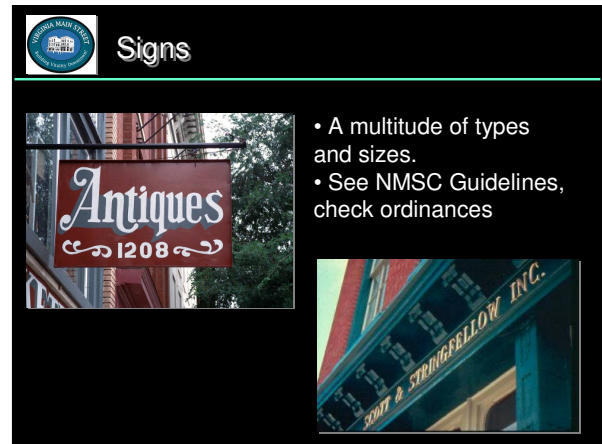


Signs - Design Guidelines

Types of Signs and Typical Locations



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Façade #3



Façade # 4



Façade # 1



Façade # 1



Façade #2

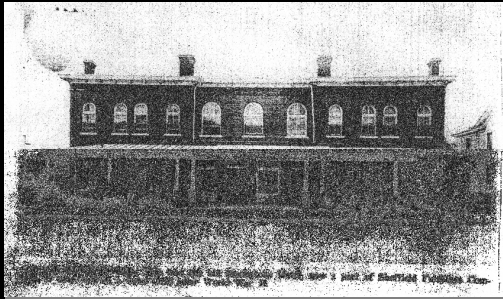


Façade #2





Façade #2



Façade #3



Façade #3



Façade #3



Façade # 4



Façade #4



